



The National *Medicare & You* Education Program (NMEP) provides information to beneficiaries through several media:

- < **Print Materials:** CMS plans to mail 39 million *Medicare & You* 2004 handbooks to beneficiaries and stakeholders. This began in October 2003. Handbooks are offered in English and Spanish, and also they are available in Braille and large print. Postage is the largest cost.
- < **Community-Based Outreach:** CMS partners with State Health Insurance Assistance Programs (SHIPs) to provide counseling and various other outreach activities to beneficiaries. SHIPs are located in all 50 States, DC, the U.S. Virgin Islands, and Puerto Rico. CMS plans to allow the territory of Guam the opportunity of participating in the SHIP program in FY 2005.
- < **National Advertising Campaign:** The national campaign utilizes television, radio, print and Internet advertising to inform and motivate beneficiaries and their caregivers to call 1-800-MEDICARE, visit www.medicare.gov, and refer to the *Medicare & You* Handbook for answers to their Medicare questions.
- < **Internet:** CMS expects 78.8 million hits in FY 2005 on the www.medicare.gov website. Beneficiaries can obtain general information about Medicare, as well as comparative information on Medicare and Medigap plans, nursing homes, and dialysis facilities on this site. The web-based decision tool, the Medicare Personal Plan Finder, allows beneficiaries to narrow down the health options available in their zip codes by preferences and price.
- < **Toll-Free Number:** Beneficiaries can contact 1-800-MEDICARE for information about health plan options, benefits, enrollment and other issues. Beneficiaries have access to customer service representatives 24 hours a day, seven days a week.
 - # The toll-free line is projected to receive an estimated 12.8 million calls in FY 2004, up from 5.6 million actual calls in FY 2003.
 - # The 12.8 million calls include an estimated increase of 5.5 million calls as a result of the new Medicare law and 7.3 million for routine call topics.
 - # In FY 2003, CMS had approximately 386 Call Service Representatives (CSRs) available during steady-state call periods. During the fall of 2003, CMS increased the CSR level to 819 to coincide with the mass media and mailing activities.

Funding by Source	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual	FY 2004 PB	FY 2005 PB
Program Management	\$6.6 M	\$83.5 M	\$109.8 M	\$153.1M	\$122.0M	\$142.1M
QIO	\$11.1 M	\$17.6 M	\$9.6 M	\$13.5M	\$13.5M	\$17.0M
M+C User Fee	\$102.9 M	\$17.0 M	\$14.4 M	\$14.1M	\$14.0M	\$14.0M
Carry Over	--	\$15.5 M	\$6.6 M	--	--	--
Total Resources	\$120.6 M	\$133.6 M	\$140.4 M	\$180.7 M	\$149.5M	\$173.1 M

Medicare & You began in October 1997 with the passage of the Balanced Budget Act (BBA). The first 3 years of the program were funded primarily by user fees because of the emphasis on Medicare+Choice requirements. However, the scope of the *Medicare & You* program extends beyond BBA requirements to satisfy multiple mandates or projects that have been in existence for several years. Therefore, in addition to the Medicare+Choice user fee, the *Medicare & You* campaign is funded with Quality Improvement Organization and Program Management funds. Since FY 2001, Program Management funds have been the major funding source due to reductions in the user fee mandated by the Balanced Budget Refinement Act (BBRA) of 1999.